

**MINUTES  
OF THE REGULAR MEETING OF THE  
VETERANS MEMORIAL COMMITTEE  
HELD AT CITY HALL  
May 18, 2012  
7:30 AM**

***I. CALL TO ORDER***

Chairman Goergen called the meeting to order at 7:31 am

***II. ROLL CALL***

Answering roll call were Members Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Olson, Reed, Schwartz and Goergen.

Member Goergen stated Member Olson joined the committee to help with fundraising and will be taking Member Bender's position. Member Olson has been presented to the Park Board and approved.

Staff in attendance: None.

***III. APPROVAL OF MEETING AGENDA***

**Motion by Member Lonsbury seconded by Member Cardarelle approving the meeting agenda.**

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

***IV. ADOPTION OF CONSENT AGENDA***

**Motion by Member Lonsbury and seconded by Member Cardarelle to approve the Consent Agenda as follows:**

**A. APPROVAL OF THE MARCH 16, 2012 VETERANS MEMORIAL COMMITTEE MEETING MINUTES**

Member Cardarelle requested under VI. Reports. A. – Fundraising Plan, change "United" Country Club to "Edina" Country Club.

Member Goergen requested on the top of Page 2, add "Rotary" before Foundation Board.

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

***V. COMMUNITY COMMENT***

There were no members of the general public present at the meeting.

***VI. REPORTS/RECOMMENDATIONS***

**A. PERMANENT QUOTES FOR THE MEMORIAL**

Member Goergen indicated there have been 69 quotes provided over the past months, which are compiled on a master list. Some members have already provided their top 10 list. The list is needed so the Quote Committee can approve a method for approval. There still needs to be a decision on where to place the quotes. Member Christiaansen noted that some longer quotes may need to be cut down to what was originally highlighted because when copied, the highlighting disappeared.

Member Goergen stated in previous meetings they discussed limiting quotes due to space, to around six to eight. He asked for thoughts on how many they want to work from, to reduce the list to a number and then how to arrive at that number. Where they will be placed will be discussed at future meetings. He suggested coming up with a list of 1 to 10 or 1 to 12, and either let Member Reed or Member Christiaansen come up with the numbers or base it on input.

Member Christiaansen suggested submitting a top five, compile the list, add them up, and maybe narrow it down that way. This would probably eliminate a lot. Member Reed thought five is maybe too short and should be more like 10 to 12. For simplicity, he suggested using the numbers as listed on the sheet as opposed to writing out the quotes. He suggested if not yet done, a timeline should be submitted.

Member Kojetin stated everyone might agree with the same ones since they've been working with them. Member Reed stated a lot of quotes have terms such as soldier, airmen or sailor, and suggested the quotes be generic and not mention one service. Because of the nature, they had agreed quotes would be for all wars and into the future and shouldn't pertain to one war. He added he thinks the quotes should be simple and not too involved because if someone is looking at the memorial they don't want to stand there and read, it should pop out and be effective.

Member Lonsbury replied he was going to ask what are the criteria, those guidelines are important so they need to consider what is wanted for the overall feel of the memorial. Member Reed added to keep in mind a lot of quotes have to do with death and he feels this memorial is somewhat about killed in action but also partly about the living and future veterans.

Member Kojetin stated he noticed only one or two depict family homes and maybe one quote should be selected regarding this. Member Reed agreed and suggested part of the top list should include one with families.

Member Lonsbury asked if it would it be more appropriate to look at guidelines discussed here and approve them, and then ask the Quote Committee to come back with recommendations.

Member Cardarelle agreed they shouldn't label the service and the quotes shouldn't be too long. He suggested members come up with five or 10 and then let the Quote Committee go over them and pick. Member Lonsbury reiterated he thinks criteria is very important.

Member Reed replied they should establish the criteria today. Member Goergen stated he concurs, he believes they are going in the right direction so they don't want to pick out one service and want to assure balance.

Member Kojetin moved to adopt Member Reed's criteria. Member Goergen clarified it is not an action item, but needs direction. It was suggested a time should be set within criteria.

Member Reed suggested, for time purposes, to set the due date for a top 10 list by next Wednesday. Member Schwartz stated there are three audiences here – died, served and came home, and community. Rather than everyone pick just one category, there should be at least one from each of those three categories.

Member Goergen replied yes, service in general, giving your life and community. He asked if next Wednesday was sufficient. Christiaansen replied Wednesday should be fine and will give the Quote Committee time to review.

Member Reed stated he has talked to the architect regarding benches and more than two sentinels, and asked if there is space and / or money to embellish. Member Goergen replied the only formal thing that has been done is the budget from last October giving options to add benches and sentinels. No decision has been made although it is a good way to acknowledge fundraisers. This should be discussed at the next meeting.

Member Kojetin stated when he was in Florida they just opened their memorial the previous year and there are some likes and dislikes. He passed around photographs to members. He noted it was interesting that they don't have any memorial feature; the main feature is five flag poles. Member Goergen asked what the benches depict. Member Kojetin replied he was unsure.

Member Reed stated the top 10 list should be submitted by next Wednesday, May 23, 2012 to Member Christiaansen's email with a copy to Member Reed.

## **B. EDINA ROTARY LOGO ON SENTINEL**

Member Goergen stated they would assume at least one sentinel, if not two, for prominent donators. As an update, he and Member Cardarelle appeared before and presented to the separate foundation within the Committee. They already submitted an application asking for \$20,000 over a three-year period, which would be a significant project for them. Other presenters made application for grants at that time. Grant Robinson, Chair of the Subcommittee, has approved \$20,000 over three years on the condition there is some type of agreement of recognition of support that includes the organization Rotary wheel. He added they were not going to include commercial logos on the memorial of any kind. This is a request by the Rotary as a service organization, not a commercial company, and require as a condition of the grant to have their emblem.

Member Cardarelle stated yes, it is a service club and he recommends action to allow them to have a logo on it. This would set the minimal amount of making a \$20,000

pledge as a grant for another service organization to have the same request. He added the logo doesn't have to be huge and obnoxious, just fairly small and appropriate.

Member Lonsbury stated there isn't a sense for the plan, and asked how donors are going to be recognized. He understood all logos were not going to be a part of the memorial. There needs to be a plan so what are the limits, where will they be displayed, how many, and how much space. He also asked if it applies only to sentinels or can it be for benches, too. Member Lefler stated they had talked to the Daughters of the American Revolution regarding the flagpole, and said no because city policy prohibited it so was wondering what makes the Rotary different? Member Goergen replied the Garden Club Council also presented with an international garden marker that goes along highways and wanted free standing markers in the gardens, but they don't allow free standing in recognition. Other memorials around town do have corporate signatures, but we said no. Someone on the Committee suggested a donation of \$100,000 may get a donor their own sentinel. Or, maybe a star system could be used for contributors with a three to four range. This indicates to the public the degree of contribution and the font size could be used to indicate the level of contribution.

Member Kojetin stated they are pretty free in what they can do and don't have to worry what the City is doing.

Member Schwartz stated there are three target audiences, three groups being recognized, and he felt the Rotary logo signified community, which people like. Member Goergen replied at this point they just want an emblem as part of the recognition and are not requiring a particular size so that would be left up to us.

Member Olson stated he is chairing the July 4<sup>th</sup> parade and raising about \$25,000. Previously, if someone offered to be in the parade and offered a donation they took it, but this year everyone doesn't need to be in the parade. Donations are set at \$5,000, \$1,000 and \$500. They would rather have fewer big donors than \$100 donors, which are just as much work. He suggested they go back to the Rotary and advise if they want their name on it the cost is "x" amount of money. Member Goergen stated they were using the pyramid from months ago but decided they wanted to raise 80% minimum from major donors without a pyramid and the rest would come from the community. As a committee, they didn't agree on a formal pyramid.

Member Kojetin suggested after raising \$400,000 set up some kind of criteria. Member Goergen replied they are unaware of how many are going to be recognized. The best case scenario is that we can't put names and faces on donations as of today for public reasons. He added they hope to get six to eight donors to get to \$400,000 and their names would be on there. If we agree with the Rotary, we are setting the baseline for service organizations.

Member Olson indicated they should then go back to the architect because what if the Rotary wants six inches and we suggest four inches. If the architect has four sentinels and splits them in two and assign amounts, then the donor can be asked where they

want to be on it, which is perhaps an easier sell. A vision should be taken to donors to show them where their name would be for what amount.

Member Reed stated with recognition they have determined they don't want corporate logos and hearing of a service club references the community, a completely different situation. He suggested two sentinels versus four, noting 100 people could be listed on each sentinel and the font could mean something, although he would like to have script or quotes on the sentinels, too.

Member Lonsbury stated they need to look at how to balance the aesthetics with the need to raise money and putting guidelines in place up front helps us present to everyone. He suggested they need to have a plan and understand the stars, font size, the number of names on each and recognition. He supported tabling the issue until the criteria is known.

Member Lefler agreed and understands the Rotary probably has an idea of what size logo they want and may be unhappy with a different size. This leaves the potential for misunderstanding and hard feelings. He also suggested they try and come up with some criteria and tell donors the recognition points.

Member Goergen stated the committee is moving towards tabling to get indicators but a few people he spoke with have no indication of what, if any, recognition they want. They know they have the capability of recognition but if they are not recognized it is a true gift. He asked if they should wait to see what the categories are and place appropriately.

Member Olson asked if the number of sentinels is known. Member Goergen replied no. Member Olson stated when it is known and if donors do not want their name recognized, they could put on more quotes. Member Lonsbury stated they should know what space they are going to sell and how much and where it is located to be up front and honest with everyone. Member Kojetin asked how big the sentinels are going to be. Member Christiaansen replied at least three feet tall from the images given, maybe four feet. He showed a mock up photograph. The project cost at \$400,000 covers no sentinels while the \$500,000 cost covers four with a buffer.

Member Olson asked if, for example, they get \$100,000 over four years and the Rotary dollars over three years, is somebody going to front cash to get this made. Is the City going to kick in or wait for three to four years to build. Member Goergen replied his understanding is \$400,000 would be in the bank before the first shovel is turned, which has already created a problem with the artist. He added the issue will need to be addressed. Member Olson suggested they inform donors. Member Kojetin suggested there may be a different option because they will have the money dedicated on paper.

**Motion by Member Cardarelle and seconded by Member Lefler to table further discussion on the Edina Rotary Logo on Sentinel until a plan and criteria are approved.**

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz and Goergen. Motion carried.

## **VII. STANDING COMMITTEE REPORTS**

### **A. FUNDRAISING/TREASURER**

Member Lonsbury asked if it would be appropriate to ask some individuals to meet and find out what we need from a fundraising standpoint, from aesthetics, and how it is handled. Member Goergen suggest bringing the two Committees together.

Member Olson stated they just signed letters for the veterans' dinner and will also show the video. Member Goergen replied they talked about running it continuously in the entry area but are not sure how they are going to display it at this point. Dave Anderson agreed to be PR. Member Benson asked who gets invited to the dinner. Member Olson stated Kristen Aarsvold takes care of the list, so if you give your name, you will get an invitation. Member Kojetin noted many that attend that do not live in the city. Member Olson stated Famous Dave's gave a gift in kind so all the food is free. Every veteran is invited to ride in the parade.

Member Goergen stated they have an initial donor giving six figures, but the issue is the period of time before they send payment. He is working in conjunction with the artist who has come forward and asked for \$83,000 while giving three dates for the next nine months. He said they are considering asking for the pledge to resolve the donation to be given to the artist.

Member Reed asked about the Park Board decision noting they had denied the request to go to contract payment with the artist. Member Kojetin stated Council has the authority, not the Park Board. Member Goergen replied it is stuck in Park Board because it wasn't approved. Member Reed noted that this could put the schedule behind and the slot with the artist may be lost.

Member Cardarelle stated the Rotary year ends June 30<sup>th</sup> so maybe we could use this money – a payment before year end and another right after their new year starts. Member Goergen replied he believed so.

Member Goergen stated the Mayor and Dick Crockett from the foundation brought two retired executives to the table to discuss the project in particular and were very supportive but did not pledge any money. During the last half of the meeting they solicited other names for potential donors. As a follow up, one individual came forth with nine names, and said in a meeting early this week that he will write personal letters to them. A couple other names came up but he's not sure who will make contact.

Member Goergen indicated at Kraus-Anderson, two of the owners were presented to a few weeks ago and will help in-kind. They will meet to look at the plan and costs involved. Kraus-Anderson and Mr. Chris McKane reviewed the project and Kraus-Anderson has agreed to take the position of project engineer and figure in-kind of about \$10,000. He added they owe additional funds to Bob Koss, roughly \$40,000, so this reduces what is owed.

Member Goergen stated that for Phase II with Kraus-Anderson, based on materials, will go to their vendors and solicit in-kind for everything. No numbers have been submitted yet. Member Kojetin replied it may be difficult for them to say they will donate beforehand. Council may turn them down due to conflict of interest so they should be awarded the contract then we ask for in-kind. Member Goergen noted they are not the contractor at this point and can't make any commitment until they win the contract. Member Lonsbury indicated Kraus-Anderson could put in-kind in the bid and show those figures.

Member Goergen stated the committee hasn't formally said they are in a community fundraising phase but it mistakenly got into the community paper. They purposely didn't announce publicly because potential donors would want to be talked to first and they were hoping to get the 80% plus first. However, Memorial Day may be an appropriate time to publicly announce the community fundraiser. He asked for the committee's thoughts.

Member Kojetin noted they still have November, Veteran's Day. Member Goergen replied if the goal timeline is Memorial Day 2013, fundraising needs to be done mid-fall. Member Benson suggested the July 4<sup>th</sup> veteran's dinner.

Member Lonsbury noted July 4<sup>th</sup> would be better timing than trying to get something prepared to publicize in the next few days. Cards could be handed out to the veterans during the parade. Member Goergen agreed timing may be too short for Memorial Day. Member Cardarelle noted that the Rotary Club has a dinner for Veteran's Day in November.

Member Kojetin stated that for the parade and dinner, the best way to get people is to not restrict to Edina only. The list is now about 150-200 long. Member Cardarelle noted there are a lot of relatives of the people of Edina although they may not live here. Member Benson suggested Member Schwartz speak about his project and veterans in our area. Member Schwartz replied his wife put together a tri-board for future presentations, which could be used. The board has photographs of 32 who died, combination quotes with Edina Veteran's Memorial, five logos, standard City map and little photos of where the 32 lived. This could go up next to the video.

Member Goergen commented the July 4<sup>th</sup> dinner is not the place to speak because it is not the correct audience but the board could be used in the hallway.

Member Reed asked that, as a Committee, they recognize and send condolences to Mr. Keprios for the death of his brother.

Member Lonsbury stated he would be happy to meet with the Quote Committee and coordinate with Member Olson on where they can recognize donors. Member Lonsbury indicated this information and some ideas can then come back at the next meeting.

Member Kojetin asked about making a model. Member Goergen replied the controversy is the height of the memorial so it should still be pursued.

**B. MARKETING/COMMUNITY RELATIONS**

No report.

**C. RESEARCH (KIAs)**

No report.

**D. DESIGN/ARCHITECTURE**

No report.

Meeting adjourned at 9:02 am